



WKMG

ORDER

Print Date 08/08/12 Page 1 of 1

Flight Dates 08/08/12-08/10/12

Contract / Revision 256138 /

Original Date / Revision
08/07/12 08/08/12

Advertiser POL/Adams/R/Con/FI

Agency Gateway Media

Buying Contact

2150 River Plaza Drive
Suite 150
Sacramento, CA 95833

Primary Account Executive
Lucy Wu

Account Executive	Order%	Start Date	End Date
Lucy Wu	100%		

Product
ADAMS FOR CONGRESS

Agency Com 15%

Billing Contact

2150 River Plaza Drive
Suite 150
Sacramento, CA 95833

Sales Office SFR

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate #

Alt Order # 06267426

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Representatives-Republica

Priority P-2

Advertiser Ref

Order Share 100% Market Value 100

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	2	\$85.00	\$100.00	0.00
Totals	2	\$85.00	\$100.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
07/30/12	08/10/12	2	\$85.00	\$100.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	08/09/12	08/10/12	Late News Repeat LN Repeat	CM	various	---T---	:30	1	\$50.00	P-2	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	---T---		1				\$50.00		0.00			
E 2	WKMG	08/10/12	08/10/12	Late News Repeat LN Repeat	CM	various	----F--	:30	1	\$50.00	P-2	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	----F--		1				\$50.00		0.00			
													Totals	2	\$100.00



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Print Date 08/09/12 Page 1 of 1

Flight Dates **08/08/12-08/10/12**

Contract / Revision **256138 /**

Original Date / Revision
08/07/12 08/08/12

Advertiser **POL/Adams/R/Con/FI**

Agency **Gateway Media**

Buying Contact

**2150 River Plaza Drive
Suite 150
Sacramento, CA 95833**

Primary Account Executive
Lucy Wu

Account Executive	Order%	Start Date	End Date
Lucy Wu	100%		

Product
ADAMS FOR CONGRESS

Agency Com 15%

Billing Contact

**2150 River Plaza Drive
Suite 150
Sacramento, CA 95833**

Sales Office SFR

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate #

Alt Order # **06267426**

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Representatives-Republica

Priority P-2

Advertiser Ref

Order Share 100% Market Value 100

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	1	\$85.00	\$100.00	0.00	07/30/12	08/10/12	1	\$85.00	\$100.00
Totals	1	\$85.00	\$100.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 3	WKMG	08/10/12	08/10/12	CBS This Morning The Early Show	CM	7-9a	----F--	:30	1	\$100.00	LUR	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/06/12	08/12/12	----F--		1		\$100.00		0.00					
														Totals	1 \$100.00



WKMG

ORDER

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Flight Dates 08/01/12-08/14/12

Contract / Revision 255723 /

Original Date / Revision
08/02/12 08/02/12

Advertiser POL/Adams/R/Con/FI

Agency Gateway Media

Buying Contact

2150 River Plaza Drive
Suite 150
Sacramento, CA 95833

Primary Account Executive
Lucy Wu

Account Executive	Order%	Start Date	End Date
Lucy Wu	100%		

Product
ADAMS FOR CONGRESS

Agency Com 15%

Billing Contact

2150 River Plaza Drive
Suite 150
Sacramento, CA 95833

Sales Office SFR

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate #

Alt Order # 06249304

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Representatives-Republica

Priority P-2

Advertiser Ref

Order Share 100% Market Value 11775

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	19	\$10,008.75	\$11,775.00	0.00
Totals	19	\$10,008.75	\$11,775.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
07/30/12	08/07/12	19	\$10,008.75	\$11,775.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	08/04/12	08/04/12	7-9a CBS This Morn Sa	CM	7-9a	-----2-	:30	2	\$275.00	P-2	0.00	NM	2	\$550.00
				7-9a Sat Early Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	-----2-		2				\$275.00		0.00			
E 2	WKMG	08/04/12	08/04/12	5-7a Sat News	CM	5-7a	-----2-	:30	2	\$125.00	P-2	0.00	NM	2	\$250.00
				Sat 5-7a News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	-----2-		2				\$125.00		0.00			
E 3	WKMG	08/05/12	08/05/12	CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
				CBS Sunday Morning											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	-----1		1				\$1,400.00		0.00			
E 4	WKMG	08/05/12	08/05/12	Face The Nation	CM	1030-1130a	-----1	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
				Face The Nation 1-hr											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Contract / Revision

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 4	WKMG	08/05/12	08/05/12	Face The Nation Face The Nation 1-hr	CM	1030-1130a	-----1	:30	1	\$1,000.00	P-2	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		07/30/12	08/05/12	-----1		1				\$1,000.00		0.00		
E 5	WKMG	08/05/12	08/05/12	6-830a Sun News 6-830a Sun News	CM	6a-830a	-----1	:30	1	\$150.00	P-2	0.00 NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		07/30/12	08/05/12	-----1		1				\$150.00		0.00		
E 6	WKMG	08/04/12	08/04/12	Sat 6p News Sat 6p News	CM	6-630p	-----1-	:30	1	\$350.00	P-2	0.00 NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		07/30/12	08/05/12	-----1-		1				\$350.00		0.00		
E 7	WKMG	08/05/12	08/05/12	CBS Evening News CBS Eve News	CM	630-7p	-----1	:30	1	\$450.00	P-2	0.00 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		07/30/12	08/05/12	-----1		1				\$450.00		0.00		
E 8	WKMG	08/05/12	08/05/12	Sun Prime 7-8p Sun 7-8p	CM	7-8p	-----1	:30	1	\$2,750.00	P-2	0.00 NM	1	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		07/30/12	08/05/12	-----1		1				\$2,750.00		0.00		
E 9	WKMG	08/07/12	08/07/12	Tue Prime 8p NCIS	CM	8-9p	-1-----	:30	1	\$3,500.00	P-2	0.00 NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	-1-----		1				\$3,500.00		0.00		
E 10	WKMG	08/06/12	08/07/12	Late News Repeat LN Repeat	CM	various	MT-----	:30	2	\$50.00	P-2	0.00 NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	MT-----		2				\$50.00		0.00		
E 11	WKMG	08/03/12	08/03/12	Late News Repeat LN Repeat	CM	various	----1--	:30	1	\$50.00	P-2	0.00 NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		07/30/12	08/05/12	----1--		1				\$50.00		0.00		
E 12	WKMG	08/06/12	08/07/12	M-F Late Late Show Late Late Show	CM	109-210a	MT-----	:30	2	\$175.00	P-2	0.00 NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	MT-----		2				\$175.00		0.00		
E 13	WKMG	08/03/12	08/03/12	M-F Late Late Show Late Late Show	CM	109-210a	----1--	:30	1	\$175.00	P-2	0.00 NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		07/30/12	08/05/12	----1--		1				\$175.00		0.00		
E 14	WKMG	08/04/12	08/04/12	Sat 1135p-1205a Inside Edition Wknd	CM	1135p-1205a	-----1-	:30	1	\$400.00	P-2	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		07/30/12	08/05/12	-----1-		1				\$400.00		0.00		
E 15	WKMG	08/05/12	08/05/12	Sun 1235-135a Cold Case	CM	1235-135a	-----1	:30	1	\$300.00	P-2	0.00 NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		07/30/12	08/05/12	-----1		1				\$300.00		0.00		
Totals													19	\$11,775.00